

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W
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R 150835Z JAN 75
FM AMEMBASSY VIENNA
TO SECSTATE WASHDC 4543

UNCLAS SECTION 1 OF 3 VIENNA 0280

E.O. 11652: N/A
TAGS: BEXP, AU
SUBJECT: PROPOSAL FISCAL YEAR 1976 COUNTRY COMMERCIAL
PROGRAM FOR AUSTRIA

REF: A-9016, DEC. 6, 1974

1. IN COMPLIANCE WITH REFAIR, FOLLOWING ARE POST'S
RECOMMENDATIONS FOR FY 1976 CCP, IDENTIFYING CAMPAIGN
AND NON-CAMPAIGN PRIORITY ACTIVITIES.

2. CAMPAIGN INFO ARRANGED AS FOLLOWS:

- A. CAMPAIGN THEME;
- B. CAMPAIGN MANAGER;
- C. CAMPAIGN STATEMENT;
- D. PROJECT OBJECTIVES;
- E. ACTIONS.

3. CAMPAIGN ACTIVITIES:

- 1. A. EXPORT PROMOTION - METAL WORKING AND METAL
FINISHING EQUIPMENT.
- B. LEOPOLD HEJKRLIK
- C. PRODUCT CATEGORY IS ONE OF FIVE TARGET
INDUSTRIES SCHEDULED FOR PROMOTION IN FY
1976. MARKET RESEARCH INDICATES AUSTRIAN
CONSUMPTION OF PRODUCT CATEGORY LIKELY TO
EXPAND QUICKLY IN YEARS AHEAD. DEMAND
EXPECTED TO CONCENTRATE ON ADVANCED AUTO-
MATED EQUIPMENT. WITH PROPER EFFORT, CURRENT
2.5 PERCENT US SHARE IN AUSTRIAN IMPORTS

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COULD BE MORE THAN DOUBLED OVER THE NEXT

THREE YEARS.

D. INTRODUCE 15 US FIRMS TO AUSTRIAN MARKETS
5 AGENCY AGREEMENTS SIGNED; \$1.5 MILLION IN-
CREMENTAL US EXPORTS; 12 AUSTRIAN BUYERS TO
CHICAGO MACHINE TOOL SHOW; 20 TRADE OPPORTUNITIES;
6 ARTICLES PUBLISHED IN MEDIA.

E. BY SEP 30 - FOLLOW-UP WITH PARTICIPANTS IN
JUNE 75 TECHNICAL SALES SEMINAR; ORGANIZE
GROUP VISIT TO CHICAGO MACHINE TOOL SHOW;
HOLD AMBASSADORIAL RECEPTION FOR PARTICIPANTS
IN GROUP VISIT; DEVELOP & REPORT 5 TRADE OPS;
ISSUE 2 PRODUCT OR INSTITUTIONAL PRESS RE-
LEASES.

BY DEC 31 - MAKE 15 PERSONAL CALLS ON BLUE
RIBBON END-USERS AND DISTRIBUTORS; DEVELOP
AND REPORT 5 TRADE OPS; DEVOTE PART OF COM-
MERCIAL NEWSLETTER ISSUE TO ADVANCED US METAL-
WORKING TECHNOLOGY.

BY MARCH 31 - ORGANIZE CATALOG SHOW AT
COMMERCIAL LIBRARY; DEVELOP AND REPORT 5
TRADE OPS; ISSUE 2 PRODUCT/INSTITUTIONAL
PRESS RELEASES.

BY JUNE 30 - MOUNT US TRADE MISSION WITH
6 NTM PARTICIPANTS; DEVELOP & REPORT 5 TRADE
OPS; ISSUE 2 PRODUCT/INSTITUTIONAL PRESS
RELEASES.

II. A. EXPORT PROMOTION - POLLUTION CONTROL EQUIPMENT

B. JOE LILL

C. THIS PRODUCT CATEGORY RECEIVED INTENSIVE PRO-
MOTION IN FY 1975 WITH US PARTICIPATION IN
GRAZ PROJEKT 2000 SHOW WHICH PRODUCED \$1.2
MILLION INCREMENTAL SALES AND INTRODUCED
13 US FIRMS TO AUSTRIAN MARKET. IN THIRD
YEAR OF PROJECT, CONTINUE PROMOTION AND CON-
SOLIDATE MARKET PENETRATION.

D. INTRODUCE 12 FIRMS TO AUSTRIAN MARKET; 4
AGENCY AGREEMENTS SIGNED; \$1.2 MILLION INCRE-
MENTAL SALES; 50 NEW SALES LEADS; 15 TRADE
OPS; 80 ADDITIONAL FIRMS EXPOSED TO DE-
MONSTRATION OF US PRODUCTS.

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E. BY SEP 30 - CONTACT AUSTRIAN AGENTS WHO
SIGNED NEW US LINES AT GRAZ SHOW AND OFFER
EMBASSY SERVICES; DEVELOP AND REPORT 3 TRADE
OPS; MOUNT 1 BETWEEN-SHOW AT EWTC; ISSUE
1 PRESS RELEASE;
BY DEC 31 - CONTACT KEY BUYERS WHO REGISTERED
AT GRAZ SHOW, IDENTIFY PRODUCT SUBCATEGORIES
FOR CONTINUED PROMOTION AND TO UNCOVER TRADE

OPS; DEVELOP & REPORT 5 TRADE OPS; ISSUE PRESS
RELEASE; SPONSOR LECTURE BY US AUTHORITY ON
LEGAL AND ECONOMIC ASPECTS OF POLLUTION
CONTROL.

BY MARCH 31 - MOUNT JEEP AT EWTC ON GARBAGE
COLLECTION AND DISPOSAL EQUIPMENT COMBINED WITH
TECHNICAL SEMINAR ON GARBAGE COLLECTION AND
DISPOSAL SYSTEMS USING USIA VIDEO TAPE SERVICES.

BY JUNE 30 - DEVELOP & REPORT 3 TRADE OPS;
ISSUE 2 PRESS RELEASES; MOUNT 1 BETWEEN-SHOW
AT EWTC; REPORT PROGRESS IN AUSTRIAN LEGISLATION
ON POLLUTION CONTROL.

III. A. EXPORT PROMOTION - CONSUMER GOODS

B. J. CORBETT

C. AUSTRIA HAS ONE OF HIGHEST PER CAPITA INCOMES
IN EUROPE. US CONSUMER ITEMS BECOMING MORE IN
DEMAND AS WELL AS MORE PRICE COMPETITIVE.

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SEVERAL MAIL ORDERS AND DEPARTMENT STORES
INTERESTED IN IN-STORE PROMOTION PROGRAM.

D. IMPLEMENT ONE IN-STORE PROMOTION; INTRODUCE
15 NEW FIRMS TO AUSTRIAN MARKET; 40 NEW SALES
LEADS; 20 TRADE OPS; \$2 MILLION INCREMENTAL
SALES.

E. BY SEP 30 - SIGN CONTRACT FOR IN-STORE
PROMOTION EVENT WITH A LARGE RETAIL OUTLET
FOR SPRING 1976; DEVOTE PART OF COMMERCIAL
NEWSLETTER ISSUE TO US CONSUMER GOODS;
DEVELOP AND PREPARE 5 TRADE OPS; ISSUE
PRESS RELEASE.

BY DEC 31 - CONTACT PRINCIPAL IMPORTERS AND

BUYERS TO IDENTIFY PRODUCTS IN DEMAND;

DEVELOP AND PREPARE 5 TRADE OPS; PREPARE SPECIAL BROCHURE "WHERE & HOW TO BUY US CONSUMER GOODS" FOR DISTRIBUTION TO LEADING IMPORTERS; ORGANIZE GROUP VISIT OF AUSTRIAN BUYERS TO NATIONAL HOUSEWARES EXHIBITION (NHE) - CHICAGO IN JANUARY 1976; ISSUE PRESS RELEASE; SUBMIT KASTNER & OEHLER FINAL REPORT ON APRIL 1975 IN-STORE PROMOTION.
BY MARCH 31 - ASSIST RETAIL OUTLET WITH PREPARATIONS FOR IN-STORE PROMOTION; ORGANIZE MINI-CATALOG SHOW AT COMMERCIAL LIBRARY OF EMBASSY COMBINED WITH RECEPTION; DEVELOP AND REPORT 5 TRADE OPS; ISSUE PRESS RELEASE.
BY JUNE 30 - CONTACT AUSTRIAN VISITORS TO NHE TO OFFER FOLLOWING SUPPORT; DEVELOP AND REPORT 5 TRADE OPS; ARRANGE SHOWING OF FILMS

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OR VIDEO TAPE RECORDINGS AT AMERIKA HOUSE DEMONSTRATING AMERICAN OUTDOOR LIVING & OTHER SPARE TIME ACTIVITIES; ISSUE PRESS RELEASE;

IV. A. EXPORT PROMOTION - BUILDING MATERIALS, MACHINERY AND EQUIPMENT.

B. H.J. IRSCHIK

C. AUSTRIAN CONSTRUCTION SECTOR COMPRISES 3,400 FIRMS, EMPLOYING 285,000 WORKERS, ACCOUNTS FOR 8 PERCENT OF THE \$28 BILLION GNP, AND IS ONE OF THE COUNTRY'S HEAVIEST INVESTORS IN CAPITAL EQUIPMENT. OUTLAYS FOR THIS PURPOSE IN 1972 TOTALLED \$191 MILLION.

D. THE FIRST YEAR OF THIS PROJECT WILL DEVELOP THE MARKETING INFORMATION REQUIRED FOR EFFECTIVE PROMOTION IN FY 1977 AND 1978.

E. BY SEP 30 - IDENTIFY ANY TRADE BARRIERS THAT IMPEDE SALES IN THIS PRODUCT CATEGORY, AND PROPOSE ANTI-BARRIER MEASURES; VISIT I-BAU '75 SHOW IN INNSBRUCK IN MAY 1975 AND CONDUCT SITE SURVEY FOR POSSIBLE PARTICIPATION IN 1977 EVENT.
BY DEC 31 - PREPARE DESK STUDY ON AUSTRIAN MARKET FOR PRODUCT CATEGORY; SUBMIT PRODUCT THEME RECOMMENDATION ON A SUBCATEGORY; EVALUATE ONE COMMERCE-INITIATED PRODUCT THEME RECOMMENDATION CONCERNING A SUBCATEGORY.

BY MARCH 31 - SUBMIT REPORT ON A TYPICAL MAJOR CONSTRUCTION PROJECT; SUBMIT REPORT EVALUATING TRADE PROMOTION VEHICLES AVAILABLE TO US IN FY 77 AND 78.

BY JUNE 30 - DEVELOP LIST OF TRADE JOURNALS

READ BY CONTRACTORS AND MAKE CONTACT WITH THEIR EDITORS; SUBMIT REPORT ON MARKETING METHODS, TERMS, DELIVERY TIMES, AND AFTER SALE SERVICES OFFERED BY KEY COMPETITORS IDENTIFIED IN DESK STUDY.

V. A. EXPORT PROMOTION - ELECTRONIC COMPONENTS

B. JOE LILL

C. THIS PRODUCT CATEGORY IS ONE OF THE FIVE TARGET INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING FY 1976. TOTAL DOMESTIC CONSUMPTION OF UNCLASSIFIED

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ELECTRONIC COMPONENTS IN 1973 WAS VALUED AT \$204 MILLION, 80 PERCENT OF WHICH WAS IMPORTED. THE US SHARE -- ALTHOUGH STILL SMALL -- HAS BEEN GROWING IN PAST THREE YEARS.

D. INTRODUCE 20 NEW US FIRMS TO AUSTRIAN MARKET;

4 AGENCY AGREEMENTS SIGNED;

\$1.3 MILLION INCREMENTAL US EXPORTS;

15 ADDITIONAL US FIRMS EXHIBITING PRODUCTS IN AUSTRIA;

60 ADDITIONAL REPRESENTATIVES OF AUSTRIAN FIRMS EXPOSED TO DEMONSTRATION OF US PRODUCTS;

25 NEW SALES LEADS;

15 TRADE OPPORTUNITIES;

5 ARTICLES PUBLISHED IN MEDIA, AND

12 AUSTRIAN BUYERS TO IEEE SHOW.

E. BY SEP 30 - CONTACT MAJOR END-USERS AND

PRINCIPAL DISTRIBUTORS TO IDENTIFY SALEABLE

PRODUCT SUBCATEGORIES; SUBMIT PRODUCT THEME

TO COMMERCE FOR RECRUITING OF TRADE MISSION;

DEVELOP & REPORT 5 TRADE OPS; ISSUE 1 PRESS RELEASE;

BY DEC 31 - VISIT & EVALUATE IE '75 IN VIENNA;

SPONSOR TECHNICAL SALES SEMINAR USING USIA VIDEO

TAPE SERVICE; DEVELOP AND REPORT 5 TRADE OPS;

ORGANIZE GROUP VISIT OF 12 AUSTRIAN BUYERS TO

IEEE IN MAY 1976; ISSUE 1 PRESS RELEASE;

BY MARCH 31 - ORGANIZE ONE BETWEEN-SHOW PROMOTION

AT EWTC; HOLD RECEPTION FOR PARTICIPANTS IN GROUP

VISIT; ISSUE 1 PRESS RELEASE;

BY JUNE 30 - MOUNT US TRADE MISSION WITH 6 NTM

PARTICIPANTS; HOLD PRESS CONFERENCE AND RECEPTION

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FOR TRADE MISSION; DEVELOP AND REPORT 5 TRADE OPS; ISSUE
2 PRESS RELEASES.

VI. A. EXPORT PROMOTION - BUSINESS EQUIPMENT

B. H. J. IRSCHIK

C. THIS PRODUCT CATEGORY IS ONE OF THE FIVE TARGET INDUSTRIES
SCHEDULED FOR INTENSIVE DIRECT PROMOTION IN FY 1977.

D. THE FIRST YEAR OF THIS PROJECT WILL DEVELOP THE MARKETING
INFORMATION REQUIRED FOR EFFECTIVE PROMOTION IN FY 1977 AND 1978.

E. BY SEP 30 - VISIT AND EVALUATE IFABO 75 SHOW IN VIENNA IN
MAY 1975; UPDATE AND SUPPLEMENT AVAILABLE MARKETING INFORMATION;
BY DEC 31 - SUBMIT ONE PRODUCT THEME RECOMMENDATION ON A SUB-
CATEGORY; SUBMIT REPORT EVALUATING TRADE PROMOTION VEHICLES
AVAILABLE TO US IN FY 77 AND 78;

BY MARCH 31 - CONDUCT MINI-CATALOG SHOW AT EMBASSY COMMERCIAL
LIBRARY;

BY JUNE 30 - DEVELOP LIST OF TRADE JOURNALS READ BY BUYERS OF
BUSINESS EQUIPMENT AND MAKE CONTACT WITH EDITORS; SUBMIT
REPORT ON MARKETING METHODS, TERMS, DELIVERY TIMES, AND AFTER
SALES SERVICES OFFERED BY KEY COMPETITORS.

VII. A. EXPORT PROMOTION- MAJOR PROJECTS

B. COORDINATOR: HENRY BARDACH; CAMPAIGN MANAGERS:
GERTRUDE NIEDL/LEOPOLD HEJKRLIK

C. THERE ARE SEVERAL EXCELLENT OPPORTUNITIES FOR US FIRMS TO
WIN CONTRACTS FOR MAJOR PROJECTS IN AUSTRIA, INCLUDING THE
COUNTRY'S SECOND NUCLEAR POWER PLANT, ELEMENTS OF THE UN CITY
COMPLEX, CAPITAL INVESTMENTS IN THE NATIONALIZED STEEL,
PETROLEUM AND CHEMICAL INDUSTRIES.

D. SUBMIT 4 EARLY WARNINGS TO COMMERCE;

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E. ALERT COMMERCE OF MAJOR PROJECT OPPORTUNITIES AS THEY
ARISE.

VIII. A. EXPORT PROMOTION - MILITARY SALES

B. A. WHITE

C. AUSTRIANS PRESENTLY NEGOTIATING WITH FIRMS FROM WESTERN
COUNTRIES FOR PURCHASE OF 24 JET FIGHTER AIRCRAFT AND 12
HELICOPTERS WITH A COMBINED VALUE IN EXCESS OF \$90 MILLION.

D. ACHIEVE FIRM ORDER FOR 24 US FIGHTER AIRCRAFT AND 12
HELICOPTERS.

E. ASSIST DATT WHENEVER POSSIBLE TO SECURE FIRM ORDERS FOR
MILITARY EQUIPMENT.

4. NON-CAMPAIGN PRIORITY ACTIVITIES:

A. FOLLOW-UP ON TRADE OPS AND COMMERCIAL NEWSLETTER RESPONSES
TO TEST EFFECTIVENESS AND DEVELOP NEW SALES LEADS;

B. CONTINUE DIRECT CONSULTATIONS WITH AUSTRIAN FIRMS LOCATED
OUTSIDE VIENNA THROUGH SERIES OF VISITS TO LEADING PROVINCIAL
COMMERCIAL CENTERS AND DEVELOP AND REPORT 100 TRADE OPS THEREFROM.

C. PROMOTE USAGE OF POST COMMERCIAL LIBRARY (WHICH HAS BEEN
GREATLY IMPROVED IN CONTENT AND APPEARANCE) BY COMMERCIAL NEWS-
LETTER PUBLICITY, PERSONAL CONTACT, AND MINI-CATALOG SHOWS.

D. INCREASE NUMBER OF PERSONAL CALLS ON IMPORTANT AUSTRIAN FIRMS;

E. CONTINUE SUPPORT FOR US TRADE CENTERS IN VIENNA, FRANKFURT AND
MILAN AND FOR SELECTED US EXHIBITS ELSEWHERE IN EUROPE.

F. INCREASE FREQUENCY OF COMMERCIAL NEWSLETTER ISSUANCE FROM
QUARTERLY TO BI-MONTHLY.

G. PROMOTE TRAVEL TO THE UNITED STATES. HUMES

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